

ABSTRACT

Wahyuningsih, Yasintha V. (2013). *The Use of Rhetorical Devices in English Advertisement Headlines Found in Teenage Girl Magazines*. Yogyakarta: Sanata Dharma University.

Advertisements are familiar to people nowadays. People can find them easily in many advertisement media. Further, the language of advertisements is interesting since the nature of advertisements is persuasive. Therefore, it is interesting to analyze the language of advertisements, particularly in the use of rhetorical devices. In this research, the researcher focused on the print media, which was magazine. Besides, among the seven parts of copywriting in print advertisements, the researcher focused on the headline whose function is to achieve the key selling point in advertisements.

In this research, there were two questions to be answered. They were: (1) What are the types of rhetorical devices used in English advertisement headlines found in teenage magazines? (2) What are the possible reasons for the use of rhetorical devices in English advertisement headlines found in teenage girl magazines?

In conducting the research, the researcher used content analysis method. Here, the researcher acted as the main instrument to gain the data. The data were also gained from 155 advertisement headlines of the three issues of teenage girl magazines, March-May 2012. In analyzing the data, the researcher used the classification of rhetorical devices from Corbett (1990) and Leech (1969) which divides rhetorical devices into two big categories, namely schemes and tropes. Based on their classification, there are 44 types of rhetorical devices.

The results of the research showed that there were 20 rhetorical devices used in English advertisement headlines of the three issues of teenage girl magazines. The rhetorical devices used in the three issues of the teenage girl magazines were anastrophe, parallelism, anaphora, anadiplosis, alliteration, assonance, ellipsis, free verbal repetition, oxymoron, rhyme, polyptoton, asyndeton, onomatopoeia, rhetorical question, metaphor, polysemy, periphrasis, synecdoche, simile, and personification. The researcher also found that there were four possible reasons of the use of rhetorical devices in English advertisement headlines. They were giving persuasive quality, gaining attention, ease the message processing, leading to greater memorability and recall.

Keywords: advertisement headline, rhetorical devices, teenage girl magazine

ABSTRAK

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Keberadaan iklan sudah lazim bagi manusia. Iklan sangat mudah ditemukan di berbagai media iklan. Selain itu, bahasa iklan sangat menarik karena sifatnya yang persuasif. Oleh karena itu, sangat menarik untuk meneliti bahasa iklan terutama karena penggunaan alat retorika. Dalam penelitian ini, peneliti fokus pada media cetak, yaitu majalah. Selain itu, diantara tujuh bagian iklan dalam iklan cetak, peneliti fokus pada headline iklan yang merupakan kunci untuk mencapai poin penjualan pada iklan.

Dalam penelitian ini, ada dua pertanyaan yang akan dijawab. Pertanyaan tersebut adalah: (1) Tipe alat retorika apa saja yang digunakan pada headline iklan berbahasa Inggris yang ditemukan di majalah remaja? (2) Apa saja kemungkinan alasan digunakannya alat retorika pada headline iklan berbahasa Inggris di majalah remaja?

Dalam melaksanakan penelitian, peneliti menggunakan metode content analysis. Dalam hal ini, peneliti bertindak sebagai instrumen utama dalam mendapatkan data. Selain itu, data juga diperoleh dari 155 iklan berbahasa Inggris di tiga edisi majalah remaja perempuan yang terbit pada bulan Maret-Mei 2012. Dalam menganalisa data, peneliti menggunakan klasifikasi alat retorika dari Corbett (1990) dan Leech (1969) yang membagi alat retorika menjadi dua kategori besar, yaitu schemes dan tropes. Berdasarkan klasifikasi mereka, ada 44 tipe alat retorika.

Hasil penelitian menunjukkan bahwa ada 20 jenis alat retorika yang digunakan pada headline iklan berbahasa Inggris yang ditemukan di tiga edisi majalah remaja perempuan. Alat-alat retorika yang digunakan pada headline iklan di tiga edisi majalah remaja perempuan adalah anastrophe, parallelism, anaphora, anadiplosis, alliteration, assonance, ellipsis, free verbal repetition, oxymoron, rhyme, polyptoton, asyndeton, onomatopoeia, rhetorical question, metaphor, polysemy, periphrasis, synecdoche, simile, dan personification. Peneliti juga menemukan bahwa ada empat kemungkinan alasan digunakannya alat retorika pada headline iklan berbahasa Inggris di majalah remaja. Alasan-alasan tersebut adalah untuk membujuk atau meyakinkan pembaca, memperoleh perhatian, memudahkan pemrosesan pesan, dan memudahkan dalam mengingat.

Kata kunci: advertisement headline, rhetorical devices, teenage girl magazine